# FUN WITH BIZCARDS

# After the Cards Have Been Cut and Shuffled ★★

At first glance it might seem that these 20 business cards are advertising strange services and inappropriately named companies, or are simply ill-conceived publicity gimmicks. In fact they are nothing of the sort. They are 20 actual business cards—some old and some new—that we have snipped approximately in half and reassembled in new combinations. Can you restore the halves and discover what services the cards really offer?

*Answer Drawer, page 69*

1. WALKER ELECTRICAL SERVICE
a. MAGICAL ENTERTAINMENT FOR CHILDREN
GEORGE GRAHAM
22 FAWNWOOD DR
WILLIAMSVILLE NY 14221
688-6092
RICHARD CHAMBERLIN
203 CROSBY AVE
KENMORE, NY 14217
873-8193

2. THE WHITE HOUSE
WASHINGTON
b. Volker Strubbe
PRESIDENT
MAKO-BAUER-COMPRESSOR SALES AND SERVICE

3. GARY K. BROWN
824-0448
POST OFFICE BOX 953
224 WEST RACCA ROAD
JENNINGS, LA. 70546
BROWN'S CLEANING SERVICE
c.

4. For A Well-Tuned Professional Voice
SPEECH MECHANIC
DICTION - CORRECTED, ACCENTS ELIMINATED
DIALECTS - TAUGHT
d. AT
J.W. STROTHER & SONS
JOHN & JAY
PH. 335-1179
OAKDALE, LA.
NORTH BLACKTOP
"You Bring 'Em, I Skin 'Em"

5. BILL LAWS
OWNER
BILL'S MOBILE TRUCK WASH
e. INTERIOR – EXTERIOR
PAINTING – PAPERHANGING
Spruce Drive
Hope, Rhode Island 02831

6. FRED KICK
LOCKPORT, N.Y.
1 - 716 433-4945
(Drawn live or from photo)
KICK ! for a
f. Shoe Repair
103 EAST THIRD ST.
CAMERON, MO. 64429
816 632-22[illegible]

7.
Danskin's
Scottish Gift Shop
MAIN STREET
MAXVILLE, ONT.
g. AKIRA UMEMOTO
1829½ Kelton Ave.
Los Angeles, California 90025
(213) 477-9903

8. Tel. 821-6299
Free Estimating
New World Decorating
h. "Let Your Mess Be Our Business"
CARPETS
WINDOWS
TILE FLOORS
GENERAL CLEANING

9. SPECIALIZING IN
INSECT AND RODENT CONTROL
i.
CASCADE MOTEL
COLOR TV - AIR CONDITIONED
COMFORTABLE BEDS
7904 NIAGARA FALLS BLVD.
NIAGARA FALLS, N. Y. 14304
PHONE: 283-1030
OR 283-4335

10.
LEROY GOLD, JR.
701 HUDSON ST.
HEAD BUTCHER
j. Back Door Beauty Salon
Louise Mouton
Owner-Operator
240 N. College Rd.
Lafayette, LA



ITEM 1

## 34 Cut and Shuffled

| | | | |
|---|---|---|---|
| 1. k | 6. s | 11. t | 16. a |
| 2. m | 7. n | 12. r | 17. j |
| 3. h | 8. e | 13. i | 18. p |
| 4. l | 9. o | 14. f | 19. c |
| 5. q | 10. d | 15. g | 20. b |

by Harry Simon

11.
k.
Decorative Eggs - Lecturing
REWIRING - REPAIRS - REMODELING
Licensed - Bonded - Insured
JESSE W. WALKER - Owner
Rt. 2 Box 733 363-6263 Ville Platte, La.

12.
l.
HOUSES
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REED'S
PROFESSIONAL WINDOW CLEANING SERVICE
BILL DEARTH (MFA)
SAG - AFTRA - AEA
Studio City California
761-1051 Office
874-2200 Service

13.
m.
SERVICE WITH A SMILE - 5 MIN. FROM THE FALLS
NICK & CONNIE PUGLIESE

14.
n.
Williams
Kilts, Sweaters, Jewellery
Dancers' and Pipers' Supplies, Gifts, Etc.
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DAILY 10-5 P.M.

15.
o.
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aki
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ANIMATOR
LaPlace Pest Control
ERIC J. MONCEAUX, OWNER
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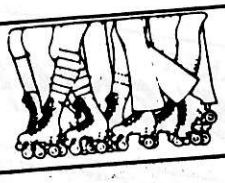
P.O. BOX 906
LAPLACE, LA 70068
(504) 652-4576

16.
p.
FUMBLES & CO.
1119 JOHNSTON ST.
LAFAYETTE, LA. 70501
(318) 232-2479
CHET MARELLI
DAVID JOHNSON



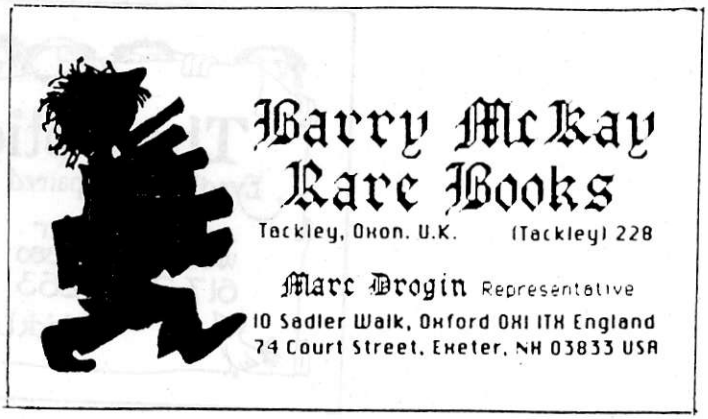
17.
q.
BEAUTY SHOP
232-1272
STEAM CLEANING, ACIDIZING, AND HIGH PRESSURE WASHING
343-8272
504 YARNELL ROAD
FENTON, MO. 63026

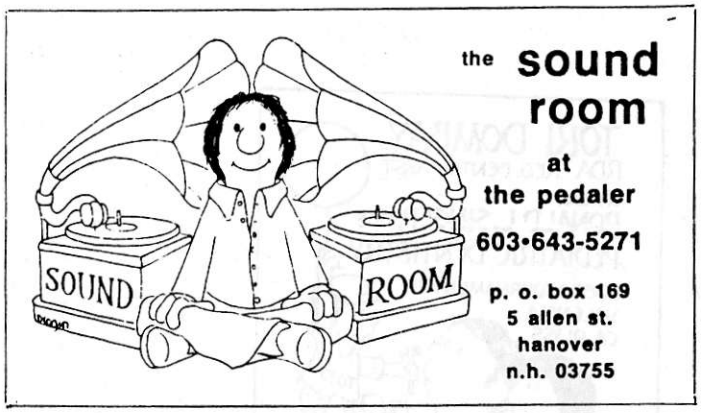
18.
r.
"WHOOPEE WHEELS!"
IN/OUT DOOR STREET SKATES
SALES/RENTALS/SERVICE
GIFT CERTIFICATES
"HAVE SQUEEGEE, WILL TRAVEL"
CONRAD REED
NO. 5 PEGGY ST.
NEW BOSTON, TEXAS
628-2166
WEEKLY, SEMI-MONTHLY AND MONTHLY WINDOW CLEANING MAINTENANCE

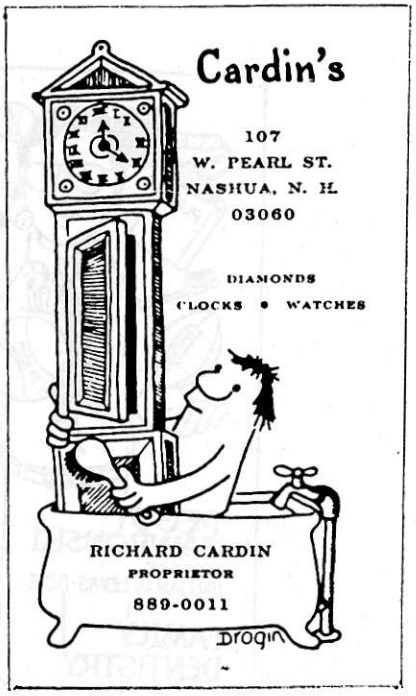
19.
s.
PHONE 335-1700
RESIDENCE 335-1963
OAKDALE, LA. 71463
Benson L. Trott
ASSISTANT MANAGER
Ardoin's Funeral Homes, Inc.
Caricature
PARTIES - RETIREMENTS
INDIVIDUALS - GROUPS

20.
t.
Volker Strubbe Inc.
16907 Colony Bend Drive
Friendswood, Texas 77546
Phone (713) 996-0022
"Egging is Exciting"
(716) 834-4267
Jeanette and Lew Langhans
186 Kingsbury Lane
Tonawanda, N.Y. 14150

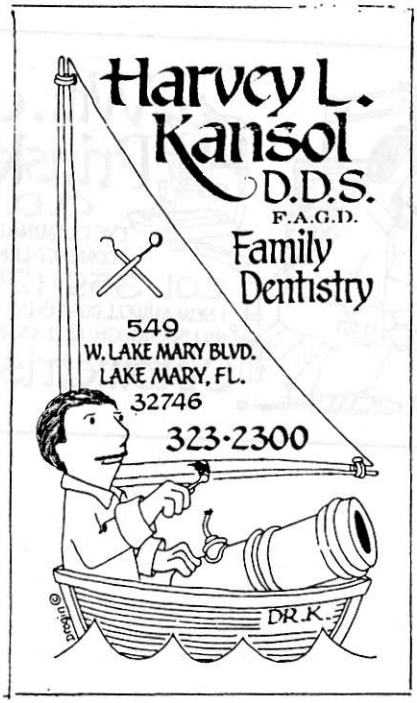
*Cards from the collection of Harry Simon*

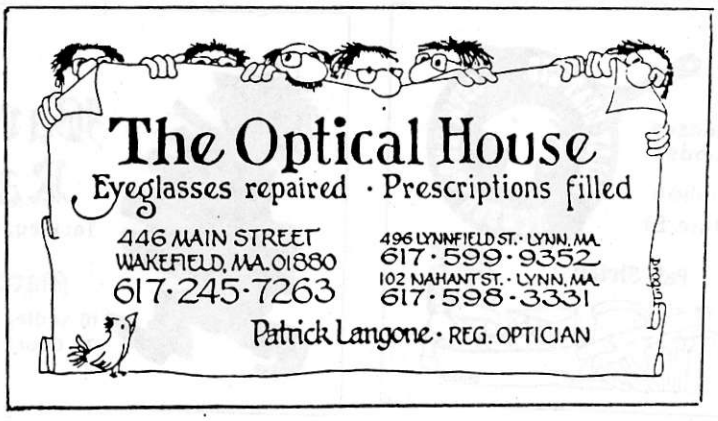


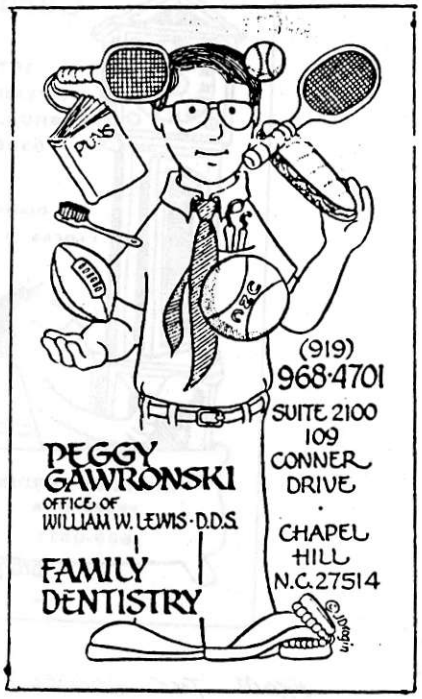



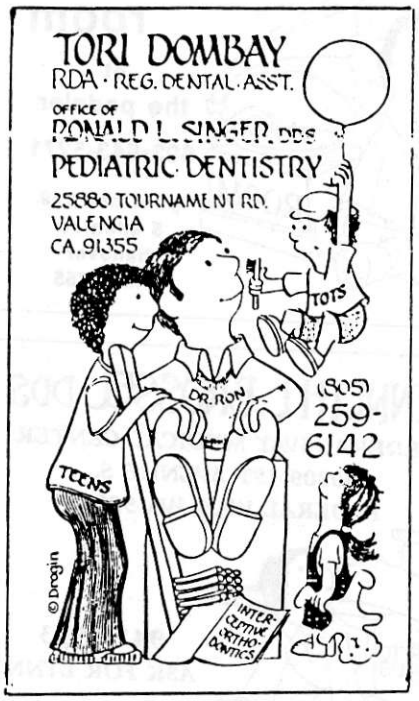



FROM THE COLLECTION OF S. ENZIE





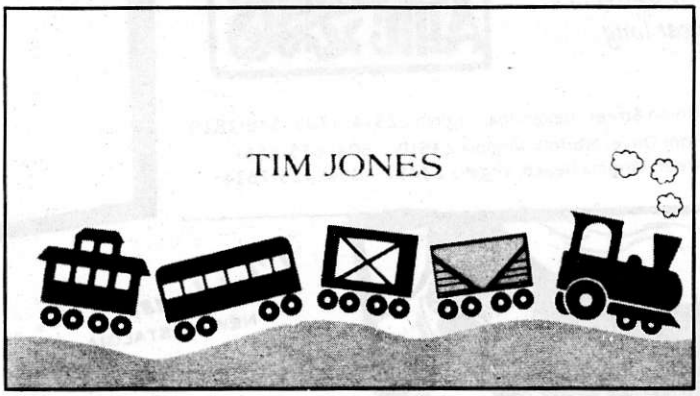
FROM JACK GURNER

-10-

FROM #63 WYNNE 1985







Miss Manners would approve. Across the country toddlers to teens are heading for play dates and parties with small, brightly colored cards in hand. Like some grown-up counterparts, yuppies-in-training have discovered that personalized calling cards make a good impression—or at least give a kid a short leg up the etiquette ladder.

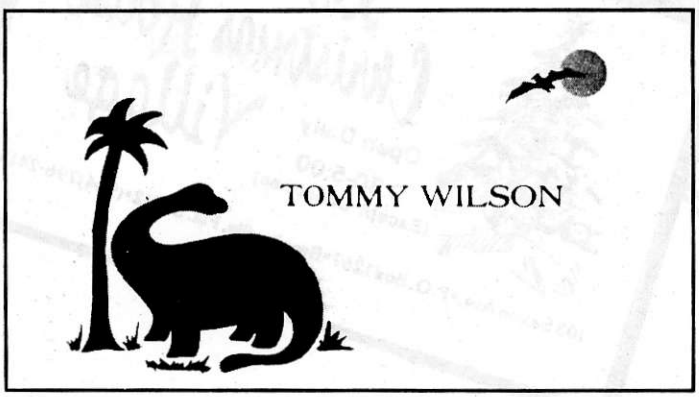
"These cards are in good taste," says Mera Lee Goldman, founder of The Rainbow, a nonprofit Beverly Hills gift shop for children. "They are not just gifts for the kid with everything. They teach children good manners, and good manners are coming back."

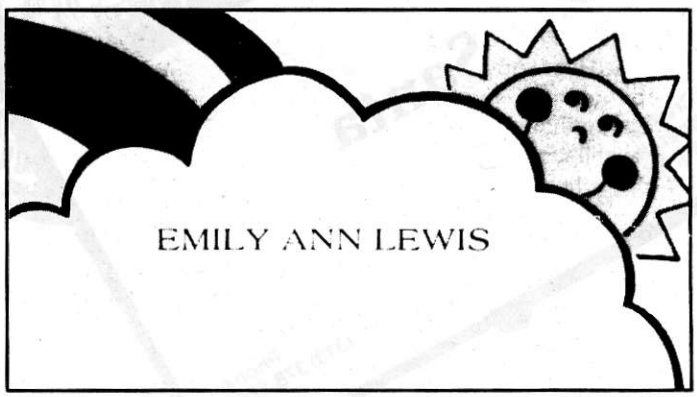
Most kids use the cards as gift enclosures or thank-you notes, and some have begun swapping and collecting them. Aspiring tyke-coons hand them out to advertise babysitting and odd-job services.

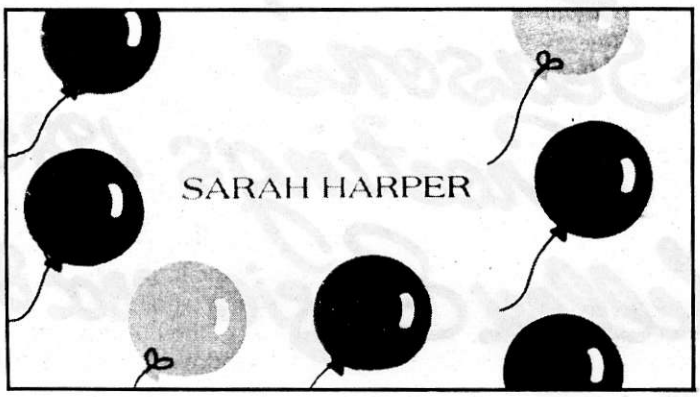
They may lack a job title, but kids can make up for that by choosing from designs that include balloons, teddy bears in pink tutus, sailboats, soccer balls, hearts and rainbows, in primary and pastel colors. Some cards can be printed while you wait, but the more intricate, die-cut ones, shaped like animals and angels, are special orders that take four to six weeks. To those who want them, the price—$8 and up for a box of 25—seems to be no hindrance. "Kids are so social nowadays," says Perry Shore, manager of Diversions on Manhattan's tony Madison Avenue, which sells between 1,200 to 1,500 cards a month. "It seems they go to a couple of parties every weekend." Carolyn Lary, whose Memphis-based company produces the die-cut cards, now exports them to Europe, Canada and South Africa; she has four printers working full-time to fill the demand. Frances Meyer of Savannah, who started her card line two years ago, was surprised when adults began requesting cards for their own use. She recently added eight more designs for grown-ups.

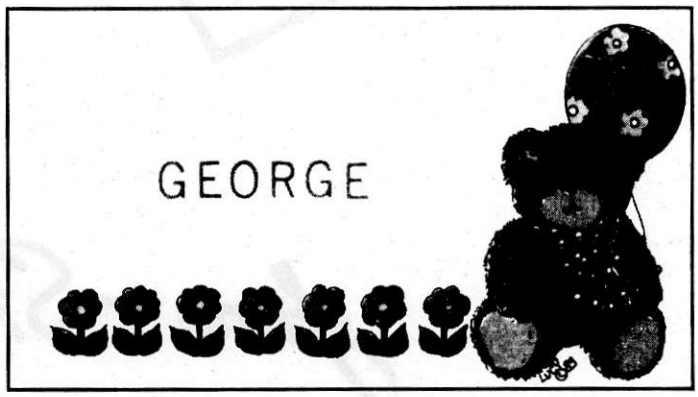
If the whimsical calling cards appeal to the child in every grown-up, they have the opposite effect on kids. "I think they're neat," says Beverly Hills youngster Jennifer Laken, 8, who hands them out to new friends and has had three sets in two years. "They make me feel important—like a business person."

**GAIL BUCHALTER**



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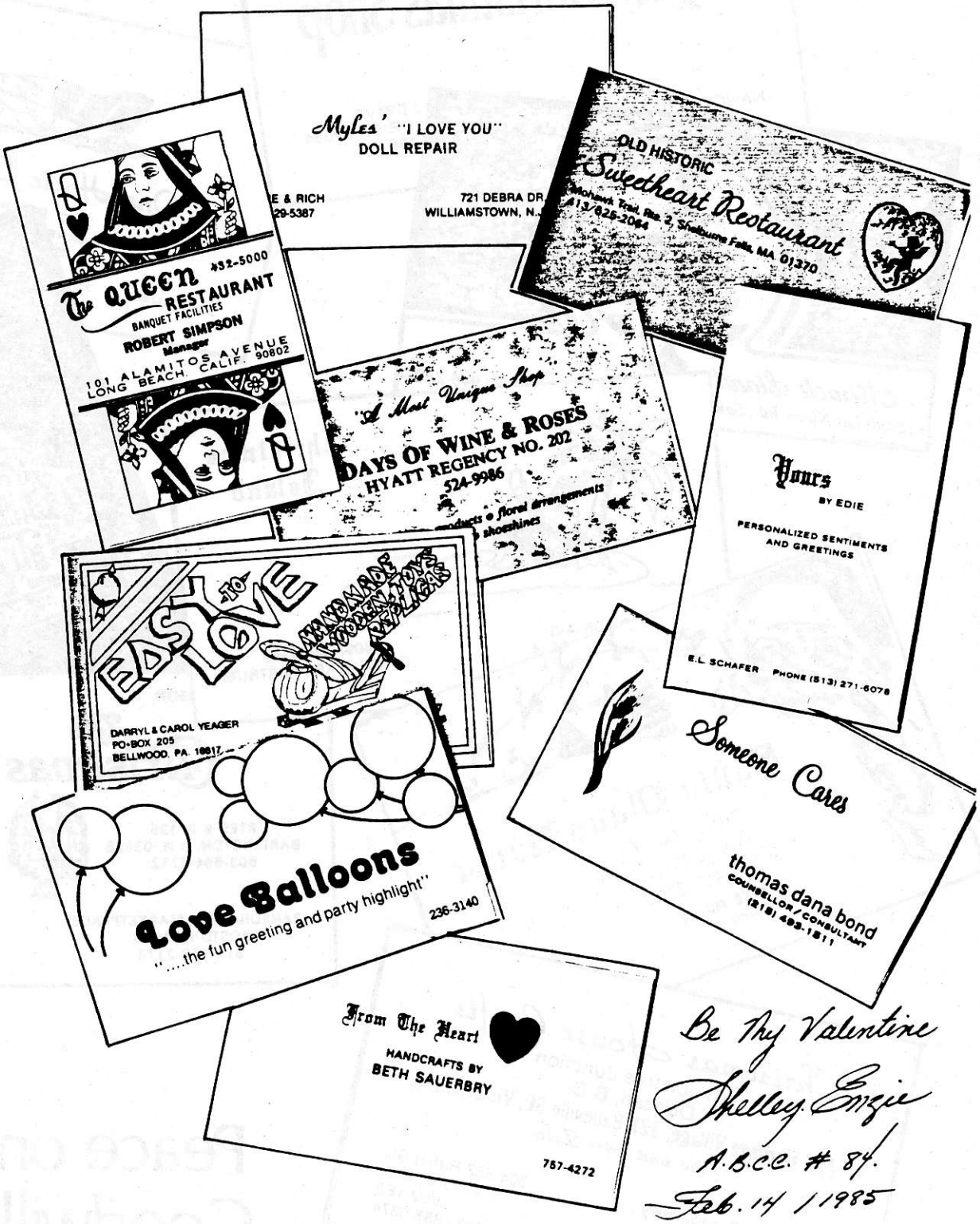
Season's Greetings 1985

from Shelley Engie ABCC 84




Be Thy Valentine
Shelley Enzie
A.B.C.C. # 84.
Feb. 14 / 1985

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MAY THE WIND BE ALWAYS AT
YOUR BACK ....."
ST PATRICK'S DAY
MARCH 17 / 1985

SHELLEY ENZIE
ABCC #84

FROM #84 Shelly Enyie